



Search

About

News

Reports and Regulations

Contact Us

Baidu's Comprehensive Governance of Information Security in the First Half of 2020

2020-07-01

In the first half of
2020, the Baidu
Content Security
Center took compre-
hensive counter-

measures to clean up harmful information across the Baidu product portfolio. Over 23.9 billion pieces of harmful information were removed by using AI technology, including material relating to pornography and gambling. Over 26,626 million pieces of harmful information related to copyright infringement and pornography were manually removed by our employees. There were 250,374 effective reports received from internet users to all Baidu products, among which reports of pornography took up 32.51%, totaling 81,387; reports related to copyright infringement accounted for 22.89%, totaling 57,315; re-

ports of gambling was 14.42%, totaling 36,098. All these reports have been appropriately acted upon.

The Baidu Content Security Center has been continually taking special governance actions to counter information pertaining to pornography. A total of 40,539 sets of keywords and 8,083 sets of subsidiary words were cleaned up. Further to this, 4,484 forums in BaiduTieba and more than 4.931 billion harmful links were terminated. Baidu's interactive products investigated and removed any information gambling inducements or recruitment for overseas gambling websites from our

products. There are 2,074 new gambling-related words were being monitored on Baidu Post Bar, 971,000 pieces of information related to gambling in total have been removed, and 55 Post Bars are under special monitoring, while 73,000 illegal accounts have been closed. A total of 93,249 pieces of harmful gambling-related information were cleaned up by our knowledge-based products during the same period. On Baidu's news feed channels, 37 accounts were closed, 32 articles intercepted, and 69 sets of new keywords added. Baidu Mobile Assistant removed a total of 63 apps related to gambling. Baidu

Cloud removed 15,712 illegal links involving gambling fraud and 44 IP addresses, and also closed 5 accounts.

Core Governance Performance of Our Products in the First Half of 2020

I . Baidu Search

15.3 billion pieces of harmful information which endangered the society and violated the law were removed through AI and human inspections, among which 212,824 sets of search words related to pornography, gambling and drug abuse and 6.02 million harmful links were manually removed.

II . Baidu Post Bar

Through intelligent data mining and human inspections, tens of millions of malicious and harmful pieces of information were deactivated, hundreds of thousands of illegal accounts were deleted, and thousands of harmful forums in Baidu Tieba were shut down and rectified.

III. Baidu Netdisk

Through intelligent data mining and manual inspection, more than 17,896 million pornographic, illegal and harmful files were cleaned up, over 216,000 illegal accounts were

banned, and 171 million links were deactivated.

IV. Baijiahao

Through intelligent data mining and manual inspection, a total of 399,000 pieces of harmful, illegal, pornographic, and vulgar information were removed, including 15,400 articles that violated laws and regulations.

V . Baidu Marketing

As of June 2020, a total of 85 million healthcare keyword variants (violators substitute or displace relevant keywords to avoid detection) were deleted. Besides, up to 1,767 billion non-compliant adver-

tisements were rejected.

VI . Case Specific Actions

1. Dealing with harmful information during COVID-19

To maintain network order during COVID-19, Baidu cracked down on fabrication with over 207,000 pieces of harmful information

cleaned. There was a focus on four categories, namely spreading panic and rumors, selling high-priced medical protective supplies, information about promoting and selling wild animals, and fraudulent information disguised as selling facial masks. In addition to the above, Baidu has also inspected,

processed, and collected evidence of 64,437 pieces of information in all, among which

25,291 were illegal pieces of information concerning COVID-19. More than 2000 pieces were submitted to the public security authorities, noting that over 160 people were involved.

To more directly and swiftly troubleshoot, combat and cope with harmful information related to COVID-19 more directly and swiftly, Baidu Post Bar launched two consecutive campaigns from 31st January targeting relevant contents. A total of 98,317 pieces of harmful information were dealt with and 581 illegal accounts were banned. Regarding illegal content, 324 tracks were reported to the relevant departments

by Baidu Poster Bar.

2. Supporting testing for illegal collection and use of personal information by app

In late December 2019, the Cyberspace Administration of China (CAC), the Ministry of Industry and Information Technology (MIIT), the Ministry of Public Security (MPS) and the State Administration for Market Regulation (SAMR) jointly issued "The Guideline on Determination of Apps' Illegal Collection and Use of Personal Information", which clarifies six categories of violations of collecting and using personal information by apps.

Based on the testing

technology for data privacy compliance risk, Baidu Security, as a supporting technology company, contributed to the national regulatory authority in 69,722 tests for compliance risks of illegal personal information collection and use by apps in February 2020.

3. Fighting and regulating online loans

Baidu takes faceted measures to manage the risk associated with online loans. We actively cooperate with law enforcement departments in the crackdown on legal violations, strengthen our management practices, and regulate the promotion by industry. We have established an

economy column in the Baidu Encyclopedia, which provides users with resources for correct knowledge. It shows a risk warning notice on top of the page to increase our netizens' risk awareness when typing keywords such as "loan" in the Baidu APP. To further protect netizens' interests, Baidu has strengthened its internal risk management and has externally supported the fight against online loan frauds across the whole system.

4. Clean-up campaign in brand investment

Facing the chaos of brand licensing in the brand investment, Baidu has launched a clean-

up campaign. So far, Baidu has finished online checking and verification of over 500 brands. When users search words related to brand investment, such as “brand investment in Haidilao” within the Baidu APP, the results will display whether the brands allow investment, their official websites, and phone numbers. The netizens will also be noticed that “there are risks in investment and users must be cautious about their choices” .

5. Special crack-down campaign

against Malicious Marketing Accounts

During the special crackdown cam-

paings against malicious marketing accounts, 2,386 accounts were banned in Baijiahao, Baidu Post Bar, Haokan, and other Baidu products. A total of 66,489 pieces of harmful messages were inspected and deleted, and 35,682 pieces of harmful messages were blocked. Besides, Baidu Security, as a supporting technology player, has supported the national regulatory authorities in testing compliance risks of illegal collection and use of personal information by apps, for 69,722 instances. Baidu Content Security Center has conducted clean-up actions with a focus on information related to wildlife hunting and trading, and

hence removed 137,795 relevant keywords, 179 searches and more than 138,000 harmful links.

6. Specialized information security inspections for college entrance examinations

As the national college entrance exam in 2020 approached, Baidu took specialized actions to protect relevant information, including:

- Upgrading protective measures for the National Education Examination Authority (NEEA);

- Displaying risk warnings about search results of over 300 unaccredited universities;

- Launching a Safe Search Plan for college entrance examination;

- Discovering and deleting almost 26,000 malicious websites, with under 10,000 keywords concerning education and exams;

7. Progress in the brand protection of logistic industry

With regard to the frequent occurrence of logistics companies trying to bypass Baidu's examination by fabricating qualifications, Baidu has established a green channel mechanism alongside logistics

companies. These companies include Deppon Logistics Co., Ltd, and Shanghai Volkswagen

Moving Transportation Co., Ltd (in chronological order), so as to fight fabrication through timely and effective information sharing.

8. Initiating “Anonymous buyers” sampling inspection action on quality control in e-commerce

With the rise of live-streaming e-commerce, the quality problems of products have been highlighted. In order to safeguard consumers’ rights and interests, Baidu has established a quality control mechanism by adopting the “Anonymous buyers” approach in cooperation with external professional institutions.

Through this mech-

anism, Baidu discovered in June that 125 businesses had instances of misconduct that jeopardized netizens' rights and interests. Such misconduct included selling unbranded, dateless products manufactured by a nameless factory, selling products unequal to the advertised ones, selling counterfeit or substandard goods, and disappearing after sales, involving 50 plus categories of products. Later, Baidu punished those businesses by closing their online shops and nullifying the business partnerships when filing suits against some vicious businesses, in order to combat misconduct. As for netizens' losses caused by missing

businesses, Baidu has provided the pre-protection through protections mechanisms, safeguarding the legitimate interests of netizens.



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